

APPENDIX 3: Shropshire LCWIP Public Consultation Plan.

Shropshire Council

*LCWIP  
PUBLIC CONSULTATION  
ACTIVITIES*

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## 1 Scope

The draft Shropshire Cycling and Walking Infrastructure Plan (LCWIP) covers the entire Shropshire area but has a specific focus on the seven key market towns of Shrewsbury, Bridgnorth, Church Stretton, Ludlow, Market Drayton, Oswestry, and Whitchurch. It is intended that the public consultation for the draft Shropshire LCWIP will take place between March and May 2023.

This document outlines the approach and activities to be undertaken as part of the public consultation for the draft LCWIP.

## 2 Proposed Approach & Scope

### 2.1 Stage 1 – Activities Prior to Public Consultation Period

#### 2.1.1 Activity 1A – Development of the LCWIP Consultation Webpage

An accessible consultation webpage for the LCWIP will be developed and uploaded to the Shropshire Council website. This website will include a background summary of the draft LCWIP and frequently asked questions alongside the relevant links to an online survey, map of schemes and key LCWIP documents.

#### 2.1.2 Activity 1B – Development of Digital Tool Showing LCWIP Schemes

A dedicated digital tool will be developed which will integrate all walking and cycling schemes included within the Shropshire LCWIP onto one e-based platform. This tool will allow members of the public to view and zoom in to schemes across the county in an interactive way without having to read the full LCWIP documents. A link to this visualisation tool will be included on the Consultation Webpage.

#### 2.1.3 Activity 1C – Development of a General Public Online Survey

An online survey will be developed which will be used as the mechanism by which feedback from the public can be collated on the consultation webpage. The survey will be designed in accordance with best practice produced by the DfT (e.g. Active Travel Fund Public Opinion Surveys Good Practice Guidance).

The survey will be concise and will ensure that people are able to provide their views on the towns of interest to them. Questions will cover key areas such as:

- Views on the proposed LCWIP objectives
- Key barriers preventing walking and cycling
- Views on proposed draft network proposals
- Views on scheme priorities

#### 2.1.4 Activity 1D – Development of a School-Focused Online Survey

A more accessible version of the online survey will also be developed which will be used to capture feedback from school pupils and teachers across Shropshire. The survey questions will be tailored to suit their needs through ensuring questions are very simple to understand and answer for school pupils.

Existing (Education team) communications channels will be used to promote the survey to schools (e.g. via the school's newsletter).

### 2.1.5 Activity 1E - Production of Materials for Use at Roadshow Events

Digital versions of the following materials needed for consultation events will be developed and printed out for use at the Roadshow events (see Activity 2A):

- **Posters** (one for each town (7)) showing the routes of schemes and outcomes of the LCWIP
- **Leaflets** (350 leaflets) advertising the LCWIP with a link to the survey/website for completion. The leaflet will be non-specific to the individual towns to reduce printing costs.

## 2.2 Stage 2 – Activities During Public Consultation Period

### 2.2.1 Activity 2A – Seven In-Person Roadshow Events

Seven in-person consultation events within each of the seven market towns will be scheduled. This will be in the form of a *'roadshow'* style arrangement whereby local people can approach a stall in a high footfall area and obtain further information about the LCWIP and how to engage further.

The scheduling of these events would be grouped together where possible (e.g. five back-to-back events in one week and two back-to-back events the following week).

### 2.2.2 Activity 2B – Attendance at Online Presentations & Q&A Virtual Meetings

Three short online events (e.g. held via Microsoft Teams) will be held for members of the public to attend. These will be structured to cover a different geographical area within Shropshire to ensure a targeted approach i.e. an event covering each of Shrewsbury, Shropshire North (Oswestry, Market Drayton, and Whitchurch) and Shropshire South (Bridgnorth, Church Stretton and Ludlow).

### 2.2.3 Activity 2C – Attendance at Information Sessions at Local Schools

Information sessions for teachers and pupils at up to four local schools across Shropshire will be held to promote the LCWIP and provide information on how to engage (via the dedicated school-focused survey).

## 2.3 Stage 3 – Activities After Public Consultation Period

### 2.3.1 Activity 3A – Analysis of Online Survey

An analysis of the online survey will take place at the close of the public consultation period and key findings will be collated. This will incorporate graphical outputs of closed questions (those with options) alongside an analysis of open questions to summarise the key themes and suggestions raised by people.

### 2.3.2 Activity 3B – Analysis of School-Focused Survey & Information Events

Similar to Activity 3A, a similar analysis of the online survey will also take place with key findings collated.

### 2.3.3 Activity 3C – Collation of Feedback from Online Events

Feedback from the online events held will also be analysed and collated. This will include a summary of the relative attendance at the events alongside the key themes of what local people raised during the events.

### 2.3.4 Activity 3D – Collation of Feedback from In-Person Roadshow Events

As above, feedback from the in-person roadshow events will also be analysed and collated. This will include a summary of the relative attendance at the events alongside the key themes of what local people raised during the events.

### 2.3.5 Activity 3E – Production of Dedicated Public Consultation Report

A succinct (maximum of 10 pages) public consultation report will be produced which will summarise the approach to the public consultation events, the relative participation and a summary of the key feedback received.

### 2.3.6 Activity 3F – Update LCWIP to Summarise Public Consultation Feedback

The key findings of the public consultation feedback received will be incorporated in a final version of the LCWIP.

## 2.4 Programme & Key Milestones

Public Consultation is planned to take place between 13<sup>th</sup> March and 5<sup>th</sup> May 2023, subject to prior approval of consultation version of the LCWIP and public consultation approach by Cabinet.

Assuming this consultation period, the proposed activities will be carried out in the following timeframes:

Stage	Activity	Timeframe
<b>Stage 1 – Activities Prior to Public Consultation</b>	1A – Webpage Input	Complete by 17/03/23
	1B – Digital Tool Development	Complete by 17/03/23
	1C – General Public Survey Development	Complete by 17/03/23
	1D – School-Focused Survey Development	Complete by 17/03/23
	1E – Production of Roadshow Physical Materials	Complete by 06/04/23
<b>Stage 2 – Activities During Public Consultation</b>	2A – Attendance at In-Person Roadshow Events	W/C 17/04/23 & 24/04/23
	2B – Attendance at Online Presentations	Between 20/03/23 & 20/04/23
	2C – Attendance at Information Sessions at Schools	W/C 17/04/23 & 24/04/23
<b>Stage 3 – Activities After Public Consultation</b>	3A – Analysis of Online Survey	Complete by 26/05/23
	3B – Analysis of School-Focused Survey	Complete by 26/05/23
	3C – Collation of Feedback from Online Events	Complete by 20/05/23
	3D – Collation of Feedback from In-Person Roadshow Events	Complete by 19/05/23
	3E – Production of Dedicated Public Consultation Report	Complete by 02/06/23
	3F – Update LCWIP to Summarise Feedback	Complete by 02/06/23
	3G – Update LCWIP to Address Feedback	Complete by 23/06/23

Table 2-1: Indicative Programme & Key Milestones

Figure 2-1: Gantt Chart



